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**USA WEEKEND Magazine Announces Two Key Appointments in Sales and Marketing**  
*New Roles Will Build on Current Sales and Brand Growth*

New York, NY – USA WEEKEND Magazine announced today two executive-level changes. Rob Harrison has been promoted to Senior Vice President of Advertising, and Bette Ann Yarus has been named Vice President of Market Development.

Harrison will now oversee USA WEEKEND's sales offices in New York, Chicago, Detroit and Los Angeles. Harrison, 44, has been with the magazine for eight years, most recently as Vice President of Advertising for New York sales. His prior positions include Sales Director and Director of Business Operations. He is a graduate of the State University of New York, Binghamton, School of Management.

In her new role, Yarus is responsible for developing strategic alliances and marketing programs, and will oversee brand marketing and sales training. Yarus has been with the magazine since 2002 as Vice President of Advertising for the Midwest and West Coast. She has more than 30 years of advertising sales experience with Gannett. She is a graduate of the State University of New York in Plattsburgh.

"Rob and Bette Ann were the driving force behind USA WEEKEND's record-breaking year in 2004. Under their combined leadership, the magazine saw a 9.5% increase in advertising pages over 2003," said Chuck Gabrielson, Publisher of USA WEEKEND. "These new positions will build on that momentum by strengthening the magazine's advertising and marketing management."

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USA WEEKEND Magazine is a national weekly magazine distributed in more than 600 newspapers in the United States. Awarded for its journalism and design, USA WEEKEND focuses on social issues, entertainment, health, personal finance and travel. The magazine's Make A Difference Day is the nation's largest annual day of community service. The magazine provides Newspaper in Education classroom guides to partner newspapers. [usaweekend.com](http://usaweekend.com) provides enhanced content and interactive magazine features. USA WEEKEND is part of the Gannett Co., Inc.

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